

Entertainment and Information Newsletter

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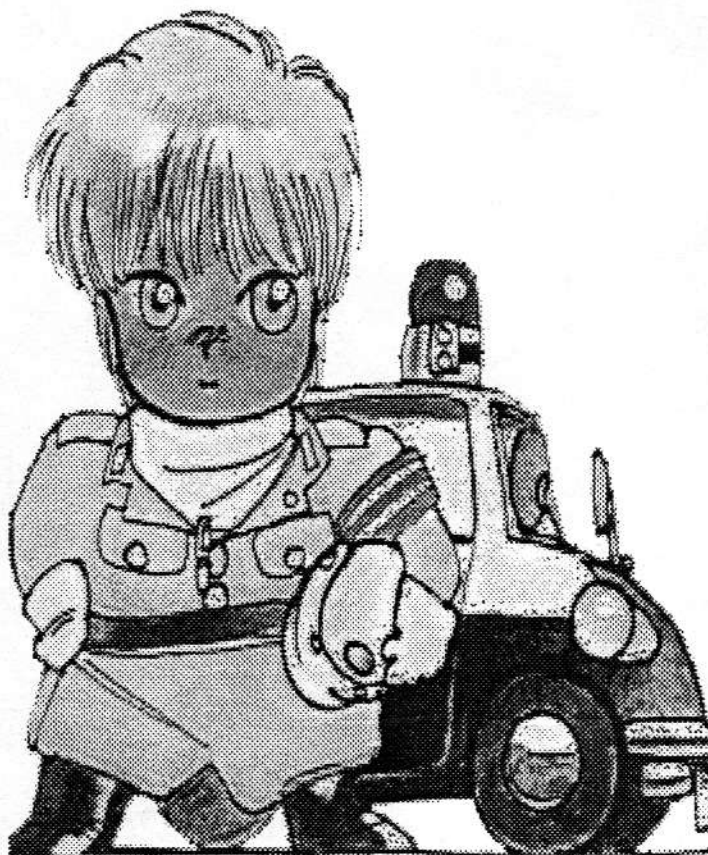
Happenin' Kinda Guy

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upercalifragilisticexpialidocious."  
-Death, *The Sandman* no. 8

Shortly after I finished printing the last issue, I lost access to the Mac lab in Education 155a. Seeing how I'm not a **U OF A** student, I can't use **U OF A** property purchased for **U OF A** students. Funny since none of them can utilize the equipment to the fullest. No big deal now, 'cause I have practically unlimited access to a scanner and better equipment and applications than the **U** can ever get their grubby/uptight/anal retentive hands on. No, I don't have free rein over the Mac lab at Grant MacEwan City Center Campus, but I did have a talk with one of the lab assistants and he doesn't mind me using their equipment just so long as I don't do anything stupid, like install viruses, trash the server or anything abusive ya know. GMCC is up todate with what students need to use and they aren't a police state. Now I can get some work done without the Gestapo on my back. Does this mean that I can go rampant with insults and badmouth the **U** til I'm blue in the face? Why the hell not.

Here's a thought. Make a device that attaches to the trigger system of a car's air-bag, and have this thing set off the air-bag whenever it registers a certain decibel level. Install these things without the driver's knowledge and hope they're at a stop when they want

to crank their \$20,000.00 stereo systems to 11. What's the point of having a stereo that costs **more** than the car did? You're not gonna get CD quality sound, so why bother blowing that much money on noise pollution? A lot of the times I don't understand people's fascination with "the most toys". Guess I'm not selfish, greedy, competitive or a conceited macho jerk to see the misdirected priorities they do. I'll take this as a *good* thing.

Is it spring yet? Still workin' on it eh? When it's actually here tell me, then I can go buy some new clothes. What was offered last year didn't cut it. Not one store had anything that was casual or neutral in the way of style. It all had to say something, and that something was

"I paid lots.", or "I've got an attitude.". I just want a shirt that I can wear during a fire-fight, or to a barmitzvah

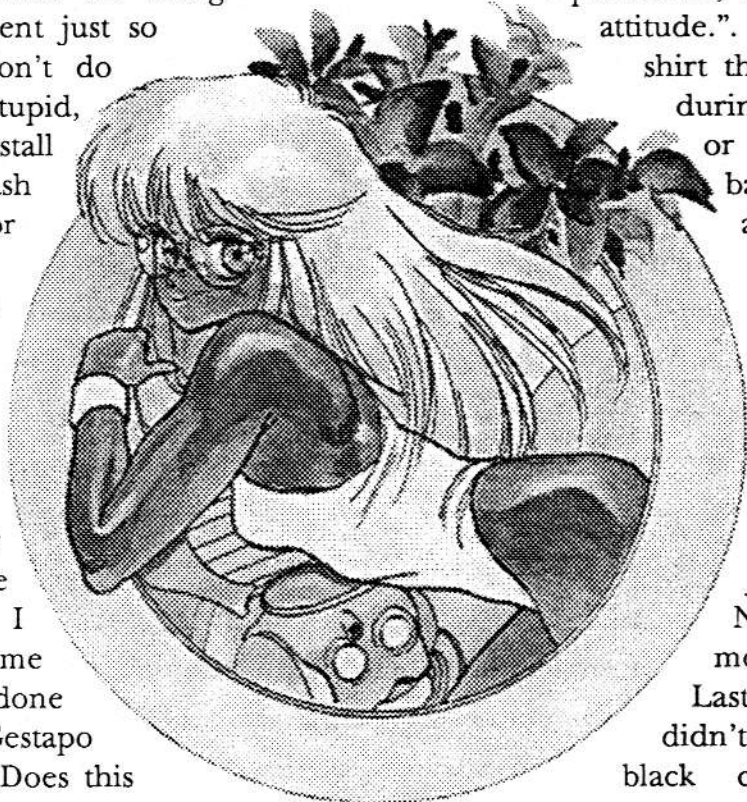
afterwards. A pair of black cotton pants is a must. Can't go wrong with that. No jeans, I hate wearing jeans. ~~BLAA?~~

Need I say more? More.

Last year Thrifty's didn't have any black cotton casual

pants in stock. They just didn't order any, they only had

jeans. Not a good predicament for you-know-who. I do like to sit and move my legs once in awhile, like a human being. I hope they have some in stock this year or I'm gonna be mighty peeved. Who wants to pay \$100.00 for only two articles of clothing anyway? Guess I better see how much a Japanese school uniform's gonna cost.



# A Word From The Editor

Harvey  
Lee



**R**etail, Direct & Telephone, these are the three evils of the sales industry. In this expose I plan to discuss the pro's and con's of the sales racket and what's really going on behind the scenes. Most of what will be mentioned has come to me through experience on both sides of the fence. I have been on a couple of occasions been trained to be a sales person and found that I just couldn't get the knack of misleading people into thinking that they really did need the product I was trying to sell. It wasn't that the product wasn't good, in most cases it was exceptional but the methods used to convince the consumer to buy were at fault. I found that some people would literally lie, cheat or steal to sell their products.

For the most part everyone has experienced dealing with retail sales people, they come in two flavours: *Passive* and *Aggressive*. The Bay is the best example of the *Passive* sales person, you have to kick them for about three hours before they ask you if you want to buy something. Software House is a "good" example of the *Aggressive* sales person, they pounce on you like some hungry animal stalking it's prey. It's this *Aggressive* style that upsets people more but the *Passive* style can be equally upsetting when you have to force a sales person to help you. One of the worst thing that a sales person can do is talk over your head in complete oblivion to the maxim: "The Customer is always Right." In all cases

like this they find themselves wondering why people just walk out of their store and don't buy a thing, a brain transplant is definitely in order. The best thing to do is to warn the world about those particular stores and in time they will go out of business. At times it's that one sales person in the store who is a total idiot but tries to act like he knows everything. This kind of sales person ends up turning people off buying even if the product is what they really want. They're what you could call the adverse sales person and they pop up all over the place but they don't get the boot since they were able to bulls#it the boss well enough to get the job in the first place.

Direct sales is by it's very nature an *Aggressive* sales market and the TV info commercial also falls into this category. It's been called a number of things over the years but the best title is panhandling. Going door to door with their bag of goodies and trying to convince people to let them in. That's the first part of the sales tactic: To get your foot in the door. The next step is to get yourself into a potential customers domicile and give them your spiel in comfort. This is probably the most legal form of invasion of privacy, the idea is that the customer feels safe in their own home but the sales person knows better. The product presentation is designed with scripted dialogue to get even a total idiot through the door but it takes a master to beguile the customer into buying swamp land. The

Exposure:  
White  
Lies

John  
Brisson



infomercial is basically a *Passive* version of this method, it sticks primarily to product demonstration and "special deals" to convince the consumer to buy. The man on the street is probably the most irritating form of Direct sales people. The thug I was with told so many lies during the training that I wouldn't be surprised if he didn't even tell us his real name. The one thing that got me was the line about signs that say "NO SOLICITING". The

this kind of company are it's sales force. The "interview" was like a live infomercial with people parading around telling their life stories and how working for the company has turned their lives around. It really pissed me off when they suggested that I borrow money from my family and buy into their "sales program". As far as I'm concerned, having to pay a company so you can work for them is a little stupid and I was in shock as I



trainer said that if he were asked if he'd seen the sign, he'd reply by saying that he wasn't smoking. It was this warped kind of tactic that really churned my stomach and I was out of there like a shot. In some forms of Direct sales the sales person is also part customer. You come in for an "interview" that turns out to be a sales pitch and the idea is that to sell a product you must also use a product. The primary customers of

watched a person hand over their credit card to the "Training Staff". In all Direct sales could be considered the blight on the record for sales people and for the most part it involves conning people out of money.

Telephone sales is mainly a hassle because you may be expecting an important call when some telemarketing agent calls you. It's basically another legal form of invasion





of privacy but you can't just look through a window to see who's at the other end. Even with call display you can't tell who the person is unless you know the number but leaving all calls to an answering machine is one possible solution. Once they do get you on the phone though they use a tactic called "The Hook" to keep you interested in buying something. The main thing with the hook is to make the consumer think that they're getting something free as part of the deal and it turns into an audio infomercial. The simple thing to do with phone sales is to hang up but two things usually stop us from doing even this simple action, courtesy and curiosity. The dialogue they use is for the most part scripted to keep the consumer interested enough to hear the whole sales pitch and it keeps the company legally covered. Sometimes it goes to the extreme in this matter when they use a computer to give their sales pitch. Like the other sales methods, it's not the product that's no good but the fact that there is an invasion of privacy, that turns the consumer off from buying. The big problem is that you can't avoid them

by not opening the door and never answering the phone isn't a viable response either.

The ultimate sales person will intuitively know when you really want to buy something and that you want intelligent information related to your purchase. Treating customers like they are total idiots is a bad move and doesn't earn you a commission. Sometimes you are left to wonder if the sales clerk really gives a damn whether or not you buy something from them or not. I've never been able to find a place that had just the right mix for sales people but on occasion I've come close. If I know exactly what I want to get at a store but don't know

where they've hidden it then I have to use a sales person to get it for me. This unfortunately doesn't always work, it took me three frustrating hours at The Bay one day to find that they didn't have the right size of shoes for me. It seemed like they had one person doing sales for the entire floor and this was in the middle of the bloody afternoon. Well this concludes my expose of the darkside of the sales profession but I can't say they're all a bad lot.



**G**reetings, and welcome to this nice little article for **AMS** that I've concocted.

Let's see... what shall we talk about in this month's installment?

Well, first of all I'd like to extend my personal welcome the new BAKA II group and members. I think I can safely speak for every BAKA member when I say thank you for giving us a chance to quench our anime thirsts WEEKLY, instead of every second week [grin].

Anyways, on to bigger and better things: my opinion of *KOR* fanatics. I seriously do NOT understand the reaction some people have to *Orange Road*! Someone please explain this to me! I mean, sure it's an OK anime. I don't mind



Madoka

seeing an episode here and there, or even printing out semi-nude GIFs of Madoka and hanging them on my wall as posters. However, I can't understand why some people go absolutely berserk and prance about UseNet with messages screaming "MADOKA! MADOKA! MADOKA!" signed with .SIG files proclaiming "MADOKA! MADOKA! MADOKA!". Alright perhaps the epidemic's not THAT bad, but it's close, and for a non-*Orange Road* fanatic like myself I just don't

understand it. Perhaps I just never got into the show as much as other people did. I saw a few episodes, even thought it was mildly amusing. Then I saw *Ranma 1/2* and thought that was 100 times more entertaining than *Orange Road*. Perhaps if the show wasn't talked about so much in rec.arts.anime as it is, I might actually like it. Maybe if *KOR* was funnier? I dunno. I like a good love triangle story, however *Orange Road* just seems too repetitive! It seems that any

time Kyosuke actually gets Madoka to open up to him in some way, SOMETHING goes wrong, Kyosuke will utter

"A....Ayukawa!" and that's that. Back to the ol' drawing board, Kyosuke, you screwed up again. Perhaps they should rename his

character to "GeeYouSuckEh". The only refreshing twist they do to the whole situation is that occasionally Madoka will thwap him upside the head for his troubles.

However for every good opinion, there is always another side. Perhaps I am not looking at the show the way I should be. A fellow netrunner once stated in r.a.a. that one should come at *Orange Road* from the perspective of Kyosuke. Apparently this way you shall gain better insight into his inner

# Speaker's Corner

AMS Soap Box

Kimagoro  
Orange  
Roadkill

Mike  
Lastucka



feelings, in effect better understanding the show as a whole. As a person who is a writer at heart, I can somewhat understand the reasoning behind this. Omniscient perspectives usually give someone a view of a program that is more of a spectator/know-it-all rather than the restricted first person perspective like the key character has. Perhaps that it is this first person perspective that *Orange Road* is attempting to hand to us the viewers in order to better experience the story as



Hikaru

a whole, from

Kyosuke's point of view. Who.

Deep stuff.

This is how I start

thinking when I

stay up

subliminal subtitles courtesy of Arctic Animation that everyone else can read except for me. Probably because my eyes are so burnt from ogling at this damn computer screen all day. Blargh. The joys of being a Sysop.

Anyway, I can't wait for the backlash of hate mail and colorful words people are going to sling my way for THIS one. I hope this didn't seem that I was actually BASHING *Kimagure Orange Road*, I just don't understand some of the reactions to it. Does it seem I'm the ONLY person alive on this Barney-corrupted planet we call Earth that doesn't seem to see Madoka's face in every cloud? Till next time folks.

Mike Lastucka (aka Eclipse)

InterNet E-Mail :

mlast@macross.ersys.edmonton.ab.c.

until 2:45 A.M.

interrupting a

FidoNet Zone Mail

Hour. Phlo. In any case, it

COULD be that I have been going about the whole *KOR* thing the wrong way. [shrug] Or, it could also be just



Kasuga

